

PATENT ABSTRACTS OF JAPAN

(11)Publication number : 2003-058069

(43)Date of publication of application : 28.02.2003

(51)Int.Cl.

G09F 9/00

G02B 27/28

G09F 9/30

H05B 33/14

(21)Application number : 2001-250136

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(22)Date of filing : 21.08.2001

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(54) SELF-LUMINESCENCE TYPE PICTURE DISPLAY DEVICE

(57)Abstract:

PROBLEM TO BE SOLVED: To make a self-luminescence type picture display device surely present sharp contrast even while preventing reflected external light from outgoing.

SOLUTION: The self-luminescence type picture display device A is provided with a light exiting part for displaying a picture, a reflecting part arranged behind the light exiting part so that the reflection surface is faced to the side of the light exiting part, and light emitting part arranged behind the light exiting part. The light exiting part 10 comprises a linear polarizing element 24 for transmitting only predetermined linearly polarized light among the external light provided to cover the display surface, and a phase difference film 25 which is

arranged inside of the linear polarizing element 24 and converts the linearly polarized light passing through the linear polarizing element 24 into circularly polarized light. The linear polarizing element 24 is made up so as to adjust a degree of polarization according to the state of the external light. The linear polarizing element 24 is made to have a degree of polarization larger than 70.0%.

